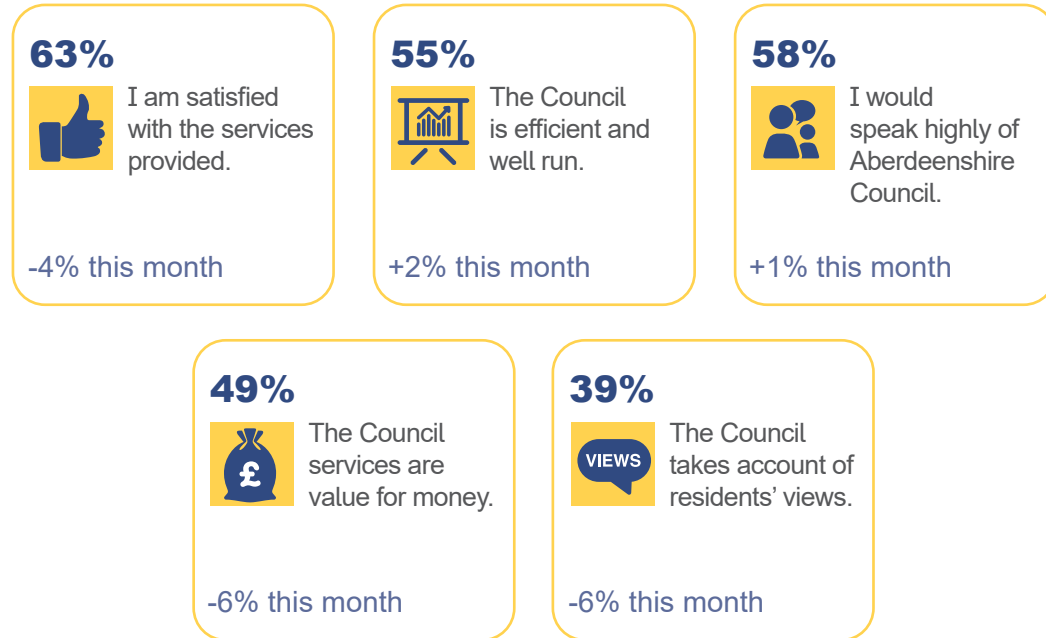


Aberdeenshire Council Reputation Tracker Sept 2023

Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

Reputation:

Percentage of respondents agreeing with the following statements



Vehicle Users:



Satisfaction key services:



Contacting the Council:

Methods used	YES	NO	NOT SURE
Through the council's website	51%	37%	12%
By telephone	53%	35%	12%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	9%	78%	13%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	61%	27%	12%
By telephone	63%	25%	13%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	25%	58%	17%





Rating of Methods of Contact Used:





Experience of using Council Website	78%	-11% this month
Experience of contacting Council by Telephone	72%	0% this month
Experience of visiting Council Service Point	78%	-22% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	17%	0% this month
Delivered face-to-face unless it is not practical to do so	21%	+2% this month
Delivered both remotely and face-to-face	63%	-2% this month

Customer Care:

September	
Telephone Calls	
Answered Call Volumes	9,201
Queries/Cases	
Total Queries	9,235
Queries solved at first point of contact	8,496
% of Queries solved at first point of contact (75% target)	92%
Email	
Email Queries	3,215
% of email Queries solved at first point of contact	97%
Webchat Queries	1,924
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	5
% of Queries in person solved at first point of contact	99%

August	
Telephone Calls	
Answered Call Volumes	9,929
Queries/Cases	
Total Queries	10,155
Queries solved at first point of contact	9,343
% of Queries solved at first point of contact (75% target)	92%
Email	
Email Queries	3,380
% of email Queries solved at first point of contact	97%
Webchat Queries	2,020
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,725
% of Queries in person solved at first point of contact	98%

July	
Telephone Calls	
Answered Call Volumes	8,119
Queries/Cases	
Total Queries	8,416
Queries solved at first point of contact	7,659
% of Queries solved at first point of contact (75% target)	91%
Email	
Email Queries	3,227
% of email Queries solved at first point of contact	98%
Webchat Queries	1,852
% of Webchat Queries solved at first point of contact	98%
Personal Visits	
Queries in person	6,128
% of Queries in person solved at first point of contact	98%

Customer Care: Social Media



FACEBOOK in **SEPTEMBER**

- **41,456** Total number of **Followers**
- **+136 new Followers**

Top Posts:

1st: PEOPLE REACHED 74,908 ENGAGEMENT 4,302

A book written and published in Doric by pupils of one of our primary schools has been nominated for the coveted Scots Language Awards 2023. 'Jock's Daunder Roon Monymusk' was created by the P1-3 pupils at Monymusk Primary School and was proudly unveiled in the summer. The school itself has also been nominated for the Scots School O The Year Award. The book tells the charming story of Jock the Giant O'Bennachie – a local legend who comes down from Bennachie to visit the village.

2nd: PEOPLE REACHED 46,901 ENGAGEMENT 13,078

We announced earlier this year that the fabulous Macduff Marine Aquarium operated by Live Life Aberdeenshire was to get a major upgrade as part of our Levelling Up-funded projects in Macduff and Peterhead. We're really excited to be able to reveal the plans today for a stunning extension that will allow a dedicated learning space and second storey café/restaurant which will look out over our beautiful coast. The exhibits and habitat themes and layout will remain, but will be enhanced with exciting new features including a lobster hatchery.

3rd: PEOPLE REACHED 18,625 ENGAGEMENT 3,997

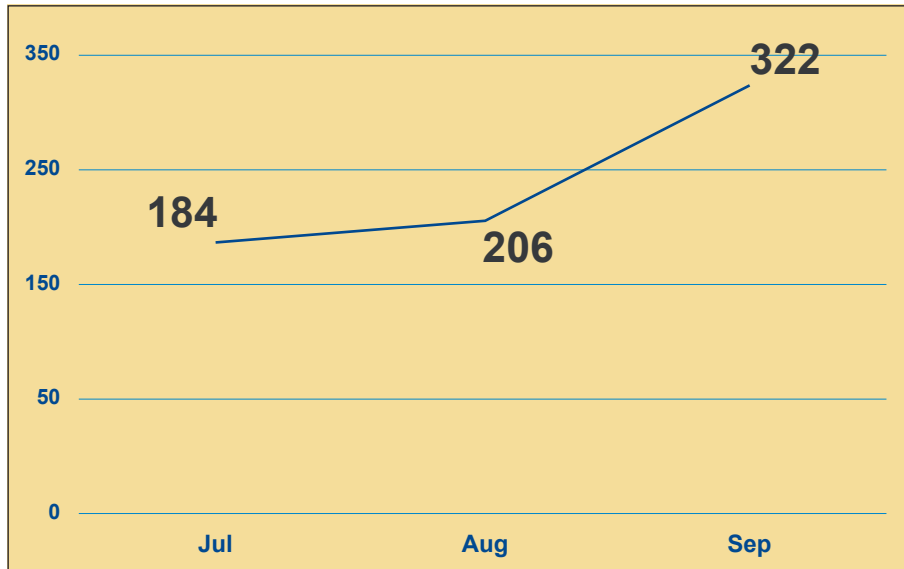
The communities of Banff and Macduff are being encouraged to share their views on two design options for a new active travel bridge across the River Deveron. Events are being held on Monday, September 25 at Deveron Community & Sports Centre, Banff from 1pm till 7pm and on Tuesday, September 26 at Macduff Community & Sports Centre from 11am till 5pm. It will be the latest opportunity for members of the wider community to see the potential designs and to engage in the detail of the project at this stage.



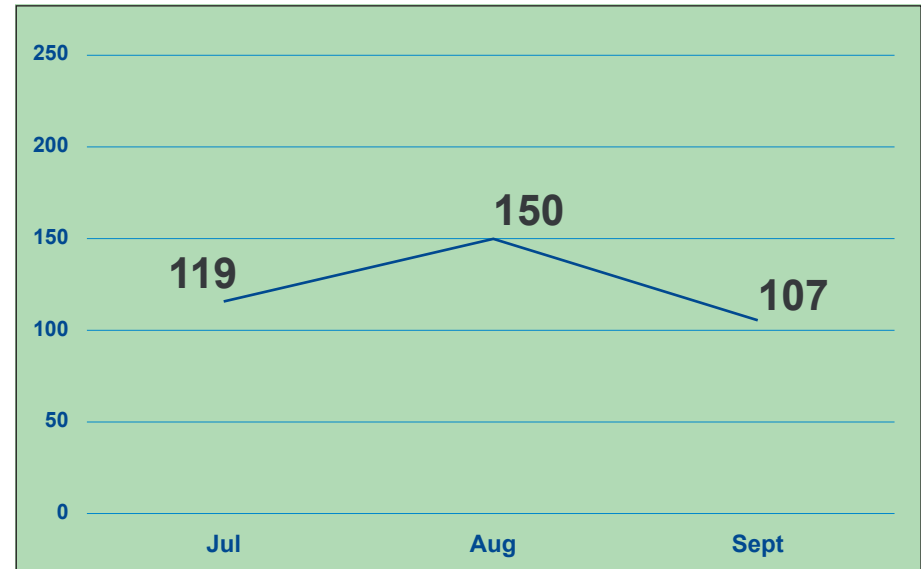
TWITTER in **SEPTEMBER**

- **37,974** Total number of **Followers**
- **+57 New Followers**
- **119,700 Impressions** on **53 Tweets**

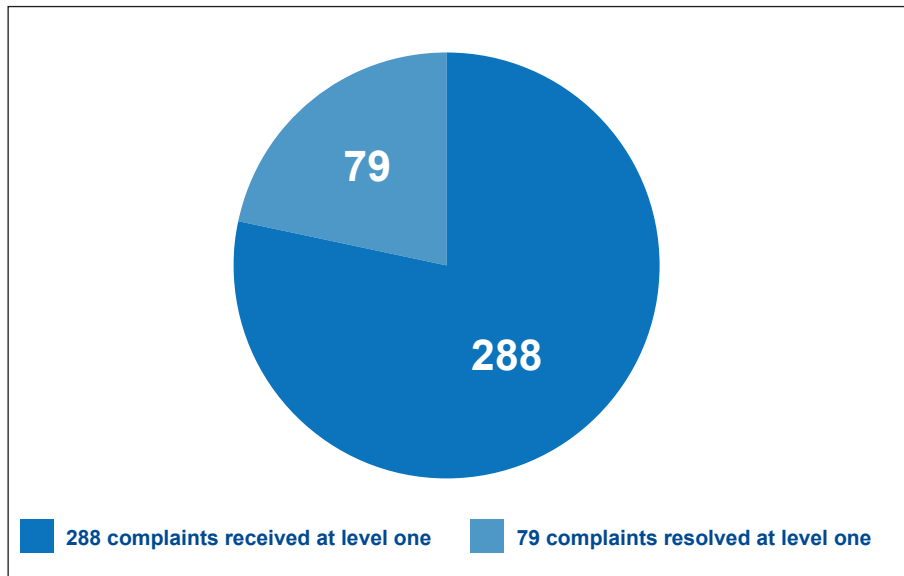
322 Complaints Received in September



107 Complaints Closed in September



Frontline Complaints



Investigation Complaints

